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制造企业绿色运营模式演化及政府作用分析

曹柬^{1,2}, 吴晓波², 周根贵¹

1. 浙江工业大学经贸管理学院, 浙江 杭州 310023;
2. 浙江大学管理学院, 浙江 杭州 310058

The evolution of manufacturers' green operation mode and the role playing by governments

Cao Jian^{1,2}, Wu Xiaobo², Zhou Gengui¹

1. College of Economics and Management, Zhejiang University of Technology, Hangzhou 310023, China;
2. School of Management, Zhejiang University, Hangzhou 310058, China

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摘要 企业的绿色化运营是实现社会可持续发展的重要途径。针对现实国情下制造企业绿色战略实施的动力不足问题,基于演化博弈理论探讨市场机制作用下制造企业运营模式的演化过程,分析政府在模式扩散中的作用。研究表明:纯粹市场机制难以推动发展中国家制造企业的绿色运营模式演化,政府规制十分重要。结合案例分析,基于微观操作层面,提出政府的检查措施、奖惩手段及调整策略;基于中观政策层面,提出加大龙头企业规制力度、充分利用公众监督、规范绿色认证体系等规制措施。研究结论对我国制造企业的建设和政府可持续发展战略的实施具有一定的参考价值。

关键词: [制造企业](#) [政府规制](#) [绿色运营模式](#) [演化博弈](#)

Abstract: Green operation of enterprises is a major way to achieve the social sustainable development. The main purpose of the research is to solve the problem of the limited motivation for implementing enterprise green strategy under current domestic circumstance. By using the evolutionary game theory, the evolution of enterprises operation mode with free market mechanism is discussed, and the role playing by government for facilitating the diffusion of green operation mode is analyzed. The results manifest that it is difficult to make all enterprises apply green operation mode with free market mechanism in developing regions, and government regulations are extremely important. With the case analysis, from the micro-operational view, the supervision and incentives of government as well as its adjustable strategies are proposed. From the mesoscopic policies view, certain government measures, for example increasing the regulation intensity to the leading enterprise, taking full advantage of public monitoring, and regulating existent green business certification systems, are given. The results help Chinese modern manufacturing enterprises to develop, as well as the government sustainable development policies to implement.

Keywords: [manufacturing](#) [government regulation](#) [green operation mode](#) [evolutionary game](#)

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